

# Downtown Design Guidelines

Proposed Centre City PDO
Amendments

Land Use and Housing Committee October 26, 2011



#### **Requested Action**

That the Land Use and Housing Committee recommend to the City Council the approval of the Downtown Design Guidelines and the 2011 amendments to the CCPDO and LCP.



### The Design Guidelines...

- Implement the Community Plan
- Refines policies and vision
- Supplement the PDO
- Provide best practice framework for the design of major streets, buildings and public realm





#### Public Input

- Stakeholder Interviews
- Public Workshop
- CCAC
- Real Estate Committee
- Board of Directors Workshop
- Stakeholder Interviews
- Board of Directors Workshop
- Real Estate Committee
- CCAC
- CCDC Board of Directors
- Code Monitoring Team
- Planning Commission

February 2008

April 2008

**April 2008** 

May 2008

May 2008

May 2011

June 2011

**July 2011** 

**July 2011** 

July 2011

August 2011

September 2011



#### Design Guideline Chapters

- Urban Design Framework
- Street Corridor Guidelines
- Blocks and Buildings Guidelines
- Public Art Guidelines



#### Urban Design Goals for Downtown

- Enhance Downtown's Overall Image and Legibility
- Add and Enhance Public-Realm Spaces
- Create High-Quality Pedestrian Pathways and Linkages
- Enhance the Public/Private Interface
- Promote Fine-Grain Character
- Articulate the Skyline to Create Interest and Legibility





#### Enhance Downtown's Overall Image and Legibility



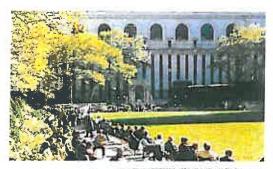


Corporation

- Easily recognized features and places
- Memorable parks and open spaces
- Landmark buildings and landscape features, including gateway signage
- Hierarchy of streets, parks, and plazas



#### Enhance and Increase Public-Realm Spaces







- Streets, parks, and plazas for civic and community life
- Community functions, including markets, entertainment, and festivals
- Recreation facilities, including playgrounds and dog runs



#### Create High-Quality Pedestrian Pathways and Linkages







- Pedestrian-oriented
- Safe and convenient
- Supporting healthy civic and social life
- Linking districts
- Enhancing connections



#### Enhance the Public/Private Interface







- Buildings framing and activating the public realm
- Privately owned, publicly occupied (POPO) spaces
- Privately owned space but not open to the public
- Enlivening the public realm through ground-floor uses and improving safety



#### Promote Fine-Grain Character







- Fine-grain texture embracing human scale, including variation in building massing, fenestration, and materials
- Buildings contributing to visual interest and variety on the street
- Buildings reflecting distinctive, individual tenant use
- Improving pedestrian experience



#### Articulate the Skyline to Create Image and Legibility





- Recognizable landmarks enhancing the city's image and legibility
- Allowing light and air to reach the street
- Affording a view of the sky

#### Streets in General: Pedestrian Realm







- Frontage Zone for dining, planting
- Throughway Zone free of all obstructions
- Furnishings Zone for street furnishings (e.g. lamps, kiosks, utility boxes) and outdoor dining

#### Street Type: Green Streets



- Slow traffic, max sidewalk, max planting
- Connect downtown's neighborhoods



- Lushly landscaped, pedestrianoriented
- Offer places to stroll, sit and rest
- Bicycle lanes where possible





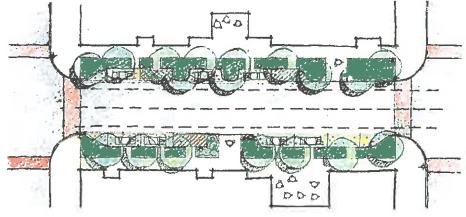




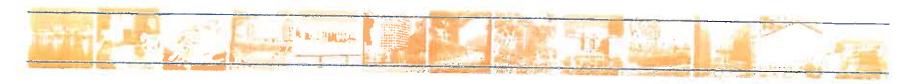
#### Streets

- More pedestrian friendly
- Green Streets
- Public Open Space Implementation
   Plan
- Traffic Study









#### Blocks and Buildings

- Key Principles
- Block Edges and Building Placement
- Block Modulation and Building Massing
- Building Design
- Extending the Public Realm
- Building Treatment and Services
- Sustainability





#### Key Principles

- Reinforce the urban design framework
- Enhance and extend the public realm
- Frame and define the street
- Express a fine-grain character
- Enhance and punctuate the skyline
- Address and activate the street at the ground floor
- Incorporate principles of sustainability



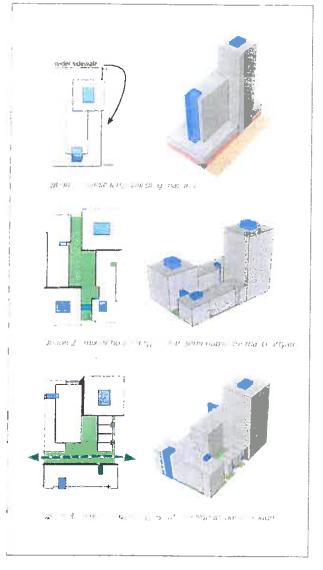
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#### Building Massing: Residential - FAR 8.0





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#### **Building Tower Design**





- Include a variety of fenestration and material patterns
- Avoid repeated single floor extrusions
- Orient for maximum energy conservation
- No two towers should be identical or closely similar within Centre City
- Avoid cut off, flat-top appearance
- Majority of the facades composed of glazing
- Avoid large expanses of solid walls
- Modest tower accent lighting

#### Building Design: Ground-Floor Retail







- Building lobby should be designed as a clearly defined architectural feature
- Entries should be visually distinct,
- At-grade entry access from the sidewalk
- Architectural features (i.e. awnings, canopies) should be consistent with the overall building design and add human scale to the streetscape
- Clear windows visually engage pedestrians





#### Ground Floor Residential Use

 Front setback areas should be landscaped

Ground-level
 entrances should
 be visible and
 accessible from
 the sidewalk





#### How to Use This Document

- City of San Diego 2008 General Plan Update
- San Diego 2006 Downtown Community Plan
- Downtown Design Guidelines
- Relevant Planned District Ordinance
- Neighborhood Design Guidelines
- City of San Diego Street Design Manual
- Centre City Streetscape Manual



#### Design Review

- Continue to use the current design review process
- Design Guidelines inform the public, CCAC, Board as well as developers/architects
- Advisory, not regulatory
- When an important guideline is not met, it will be discussed in the staff report



#### Proposed PDO Amendments

- Design Guidelines
  - 1. Deletes duplicative Guidelines
  - 2. Guidelines used in Design Review
- Centre City Green
  - 1. Green Building FAR Bonus Program
  - 2. Revisions to Eco- Roof FAR Bonus Program
  - 3. Updates TDM Plan





### FAR Green Building Bonus

Performance Level	Prescriptive Requirements	Performance Requirements	New Construction Incentives*
Entry	None	All Projects Must Meet CalGreen Mandatory	None
1 Green	25-44 CCG Points	CalGreen Tier 1	Public Recognition from CCDC*
2	45-59 CCG Points	CalGreen	1.0 FAR Bonus*
High Performance Green		Tier 2 or LEED Silver	
3 Signature Green	60+ CCG Points	LEED Gold or higher	2.0 FAR Bonus*

\* Additional City of San Dlego DSD Incentives may apply.



#### Proposed PDO Amendments

Planned Development Permit Process

<u>Decision Maker/Appeal</u>: CCDC Board in lieu of Planning Commission. Decision appealable to Planning Commission.

 Consolidation –CUP/Variance (Process Three)/Design Review

<u>Decision Maker/Appeal:</u> CCDC Board in place of CCDC Hearing Officer. CCDC Board decision is final.



#### Design Review Thresholds

Developments Requiring CCDC Board and CCAC Review:

- 1. 100,000 square feet of GFA or more
- 2. 50 dwelling units or more
- 3. 85 feet in height or above



#### Proposed PDO Amendments

- Other Amendments
  - 1. Setback Requirements
  - 2. Living Unit Size
  - 3. Below Grade Parking
  - 4. Clean up and Organization



#### Schedule

- LU& H Consideration October 2011
- Council Consideration November 2011





#### Recommendations

- CCAC July 20, 2011 voted 19-0 to recommend approval of both documents.
- CCDC Board of Directors July 27, 2011 voted
   6 0 to recommend approval of both documents.
- Planning Commission Sept. 1<sup>st</sup> voted 7 0 to recommend approval of the Design Guidelines. Sept. 29<sup>th</sup> voted 6 – 0 to recommend approval of the CCPDO.



#### **Staff Recommendation**

That the Land Use & Housing Committee recommends that the City Council:

- Adopts the Design Guidelines and;
- Adopts an ordinance amending the CCPDO and LCP.



## Thank you

